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Call for tenders - Evaluation service for a European project Cinehub for GENERATION Z

The present consultation is carried out by the Friche la Belle de Mai.
41 Jobin Street
13003 Marseille
FRANCE

The consultation shall be based on regular tendering procedure relating to French legislation for private companies. The award criteria will be listed in Article 6.

ART.1 - Purpose of the Mission

This call for tenders frames a request for a service to evaluate the impact of the European project Cinehub for Generation Z of the European programme Creative Europe - MEDIA, project n° LC-01503923.

Our project aims to identify good practices and knowledge enabling single screen cinemas to widen their audience, to create spaces for synergies to facilitate social links between citizens living close to their premises and to strengthen the links between cinemas and young people, integrating their new media habits while involving them actively in what happens on the big screen.

The evaluation service will aim to feed into discussions between the partners so that they can co-construct an integrated approach to the development of single screen cinemas as producers of social links through the development of new activities under the cultural action. It could also serve as a basis for reflection and work for each partner for a continuity of the project beyond the present European project. The exchange of practices being one of the bases of the partnership.

Context and project

The Cinehub for Generation Z project is an 18-month European project that started on June 1st, 2020. It brings together 3 partners: Le Gyptis (Marseille), Oxville Cinema (Amsterdam) and Kinograph (Brussels). The three cinemas will develop and coordinate, from October 2020 to June 2021, programming clubs with young audiences from 8 to 25 years old. Oxville will conduct programming workshops with 3 different groups of children aged 8 to 12 during the project. The Gyptis will work on workshops with the same group of 12 teenagers aged 13-17 and the Kinograph will coordinate workshops with 2 successive groups of Belgian and Erasmus students (18-25 years old).

These workshops will be used to create educational and fun tools which will be tested, adapted and then distributed to networks of professionals in the European film sector.



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Our project aims to identify good practices and to develop knowledge enabling single screen cinemas to widen their audiences, especially towards young people, and to create spaces conducive to the creation of synergies to facilitate social links between citizens living close to the partner structures.

The partners have started to implement the first activities of the project, in particular by carrying out audience studies: cinema practices, social networks, screens and image in general. This study aims to feed into the development of pedagogical axes and the calendar of workshops. It will also make it possible to identify the tools or practices that will facilitate the creation of communication channels between young people and to make the link with the cinema professions (programming, production, direction, promotion, music, dramatic art...).

ART.2 The service

The mission

The selected service provider will be responsible for producing an evaluation of the project during the implementation of the activities throughout the project (in itinere). He/she will have to identify the correspondence between the initial objectives of the project and the real impacts that its activities will have had on the public, on the territory invested by the partners but also on the network of professionals in the sector.

Objective of the reports

The service provider will have to propose a methodology for evaluating the partnership cooperation as well as the impact of the project on the activity of the cinemas and the public by identifying relevant indicators.

The service provider will help to overcome potential obstacles linked to cooperation, such as the fact that the partners work with 3 different age groups and that the audiences affected do not speak the same language.

To do so, the provider will not only be an external observer but will participate in a re-evaluation of the objectives and activities if dysfunctions are noted. He/she will have an advisory role for better cooperation, optimisation of activities and valorisation of project results in direct relation with the partners.

ART.3 Tools and Framework for Intervention

To ensure that this evaluation is carried out in the best possible conditions, the selected service provider will be in direct and privileged contact with La Friche la Belle de Mai - Cinéma Le Gyptis (project coordinator). The partners Oxville and Kinograph will also be available to provide the necessary data for the evaluation.

The service provider will be able to visit each partner physically, observe the workshop activities at least once during the project and evaluate the impressions of the young people



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live. The provider will need to propose a schedule of telephone interviews if they feel it is necessary to arrange one.

The provider will be invited to participate and speak at the mid-term event scheduled for April 2021 in Marseille at the Friche Belle de Mai. The aim of this event is to present the first conclusions of the project, some of the young people's work and to feed into the project's practices through the intervention of local and international experts and professionals from the film and educational sectors.

The selected person will be able to propose tools for data collection and evaluation of the project.

The partners will meet on September 22nd in Marseille at the Friche la Belle de Mai for a day of visit, presentation and work. The service provider will be invited to participate to this day (all or part of it) to meet the partners, present its methodology and get an in-depth knowledge of the project.

ART.4 Deliverables and Delivery Schedule

- **Start** of service September 2020
- **1st report** "State of the Art, identification of risks and proposals" in November/December
- **2nd report** "Progress report, assessment of possible progress and prospects for achieving objectives" in March/April 2021 to feed into a possible intervention during the mid-term event.
- **3rd report** "Final" report for impact assessment: October/November 2021

These reports will feed directly into the progress reports requested by the European Union during the course of the project.

ART.5 Response to the call for tenders

- Proposal of a methodology and relevant indicators;
- Calendar of interventions and meetings;
- Financial proposal (excluding VAT and taxes) including details of travel expenses, working time and evaluation of the report;
- Reference of previous missions (clients / missions);
- CV of the person in charge of the study. Experience in European cooperation projects related to the film industry will be valued.
- A C1 level in English is required.

ART.6 Judgement of Proposals and Summons



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The service will be awarded to the most economically advantageous tender assessed on the basis of the criteria set out below with their weighting:

- 1) Expertise in impact assessment of European cultural projects: 50%.
- 2) The weighted price: 50%

Applications must be sent before midnight on **September 9, 2020** by email to :

Eva Riccio

Cooperation Project Manager for the Friche la Belle de Mai
ericcio@lafriche.org

And

Sally Carol Delay

Administrative officer for the Friche la Belle de Mai
scdelay@lafriche.org

ART.7 Payment of the benefit

Each deliverable mentioned in Art. 3 of these specifications may be invoiced and therefore subject to interim payment (subject to service rendered). No advance payment can be made for this service.